Title

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ABSTRACT: Write a summary of paper

KEYWORDS: (IN ITALICS KEY WORDS)

TITLE

When you think of different news stations you probably have preconceived ideas of what they report and the way in which they report it; You probably try to decipher if they are biased toward left winged liberals or right wing conservatives. While this thought is lingering ask yourself, do you- truly- notice the biased media and does it actually influence you? Many people that prefer a certain political affiliation watch whatever program talks about the points in a way that they agree with so is there technically biased in the media since the viewers may agree with what they watch? Of course that is media biased in its most simple forum; the stations are reporting media in a way that their viewers will appreciate. Bias in media is a number of things, it ranges from the way you report all the way to the stories you decide to report.

There are many ways in which media sources can present biased information. Here are some common techniques that many reporters or news stations use to present biased information. The first and probably most promonate in media today is biased by omission. This means that the reporter is leaving one side out of an article, or a series of articles over a period of time; ignoring facts that tend to support or disprove liberal or conservative claims. This type of media biased also occurs when a story, or over the long term, a particular news outlet reports one set of events, but not another. A way to find this type of biased is to become informed on both sides and decide if they left out important details. (citation)

Another common bias in the media is “bias by story selection” which is when a a story is a pattern of highlighting news stories that coincide with the agenda of either the Left or the Right, while ignoring stories that coincide with the opposing view. (Citaation) A common example of this is when political figures are running for the same position, president, and one candidate gets more coverage than the other. An example of this happening very recently is during the 2008 presidential campaign of president Obama. Time‘s Mark Halperin [called it](http://www.examiner.com/article/2012-media-bias-by-the-numbers) “the most disgusting failure of people in our business since the Iraq War. It was extreme bias, extreme pro-Obama coverage.” Los Angeles Times writer Mark Barabak expressed similar sentiments: “I think it’s incumbent upon people in our business to make sure that we’re being fair. The daily output was the most disparate of any campaign I’ve ever covered, by far.” (Citation) If you think that is media biased in itself, ponder this; the donations the democratic party received from three major news sources equaled $1,020,816 from 1,160 employees on the contrary the Republican Party received only $142,863 from 193 donors. This is an alarming difference, what this statistic shows is that many reporters at these stations supported the Obama administration, so don’t you think that they may employ some of these techniques and present you biased information?

Lastly, I am going to touch on bias by labeling. This is an important on to pay attention to because it can often credit or discredit a political figure. Words carry a lot of power, an example of this is when republicans label Bernie Sanders as a socialist, when in reality he is a democratic socialist. This is an example of bias by labeling because one side is using an extreme label to refer to a politician. The second kind of bias by labeling occurs when a reporter not only fails to identify a liberal as a liberal or a conservative as a conservative, but describes the person or group with positive labels, such as “an expert” or “independent consumer group.” (citation) This is equally as important to look for because they could be using a different type of bias in their reporting which creates a snowball effect because there are 2 people using bias.

The above are all ways the media sources can present information in a biased way, it is important to look for these things while you are reading an article. With the above things in mind do you think that the the media is bias in their way of reporting? According to Pew research centers findings during the 2012 election there was a very clear bias towards president Obama. The research found that Governor Romney and President Obama received approximately the same amount of coverage, but the type of coverage provided was much different. In evening network news, for example, narratives of President Obama remained approximately balanced, while the negative exceeded the positive by 17 percentage points for Governor Romney. Coverage of Romney was also twice as negative as that of President Obama (23 percent versus 11 percent). (citation) This is a very clear showing of media bias. While many will see this statistic and bring up Fox News, which is known for being conservative, and say that they report in a very biased manner. According to this research that statement is true, Fox News reports on the president Obama were negative 46% of the time, but they were the only media source that was not found to have a leftward skew in this study. Which brings up an interesting point, does the media bias actually influence voters or is it just something more for American’s from both parties to whine about.

It is very important to find bias in the media and conduct a more in depth study on the piece that interest you. To become an educated American in the field of politics you have to do your own research and critical thinking, you can only rely on news stations for a starting point of your research do to bias in the media. A study done by Pew research on fox news showed that fox news, which is know for being a conservative media outlet was very tough on the democratic candidate the last election cycle (Obama) but, MSNBC was even more tough on the republican candidate. You can call this media bias saying each media outlet is favoring one party over the other, but 60% of Fox News audience claims to have conservative views. Is this considered bias or a news station that is reporting to their demographic to keep ratings? This is a question that is asked by viewers everyday. (Pew Research)

Media outlets in todays society are obviously a major source for news, but according to a study conducted by the Washington Post, consumer confidence is at an all time low.(Washington post) This is crazy if you think about it, we are in an era where media is what makes the world around. We used television to get updates on many things, most of which are turned into some sort of politically backed story. The underlying problem with this is bias; people cannot trust the media because of the bias that it shows. Instead of news outlets just reporting facts in the way that they happened there is always seems to be some sort of spin or political discussion following the story. While it is understandable that these stations do this for reporting and so there is substance to their shows, but we should let the viewers think for themselves. If you present something then give your bias opinion that is going to cause the viewer to often adapt that view instead of doing more research and forming their own opinion.

A reason that consumer confidence may be at an all time low is because of this statsitc. According to a study by pew research center, 77 percent of those surveyed think that the media has some sort of bias, wheter that is liberal or conservative. This is a large jump from the 53 percent who said so in 1985. While this may because of the way media has changed to a more digital way of reporting that doesn’t change media outlets purpose. The purpose is to report factual unbiased news that much is the same, the only difference is the way in which it is reported. What I mean by this is that we now use the internet and television more than in 1985 where it was more news paper and hard copies of news. My theory behind this switch is that the internet gives everyone even those uneducated an opinion. Obviously freedom of speech is a core right of a United States citizen, but some opinions are left better unsaid especially when not backed by factual evidence. Another part of my theory is that news can travel so much faster now a days that people are reporting stories before they even have the full details, or they report as they are developing and let opinion and assumptions cloud the facts that are out at this point. This notion may create a “bias” feel because these reports are filling the voids in information with their opinion on the situation. This can be what causes the political slant both ways. While it is ok to have notably bias people on your show, you are there to mediate and question their bias opinion that way you report and sustain your person credibility as a non biased talk show.

Washington post released a spectrum with many popular news talk shows ranking how liberal and conservative the shows were, and the study shows that the majority are on the left side. With this being said the majority that are on the left are very close to the middle ground. With that being said, the right leaning programs were usually pretty far right, which makes up for the more liberal news stations. What I mean by this is that there are more liberal leaning shows, they are closer to zero than the conservative stations which are less in quantity but more conservative in content. This evens out the stations, but at the same time the quantity that are left leaning is what more people see because there are simply more on air. This thought may seem redundant, but when you break it down it goes to show that media bias is only a bias because one party wants to say they are unfairly treated to get an edge on the other side.

When people say political media bias is true they are not necessarily wrong, but political media bias is something that is on both sides so at the end of the day they cancel each other out. As I have presented there is typically a left slant in the media, but the right side is farther right so using simple logic they cancel each other out. My proposition to you is use the media as a means to get information and start your search there. Once you hear of a story you should do your own research and create an opinion based on that. If you do this you will nullify the media bias that everyone wants to talk about.

Does media bias even matter because people have views and will watch the station that supports and reports things that align with there views.

The biggest problem is reporting opinion and nt just facts when you let opinion ger involved you start to get into bias